

## IN THE CLAIMS

1 (previously presented). A promotion issuing system having fraud preventative measures, comprising:

a first computer connected to a network, the first computer having a memory;

at least one additional computer connected to the network, the at least one additional computer having a memory; and

a first process that resides in the first memory of the first computer with instructions to:

    distribute a promotion on the network;

    install a cookie from the first computer on the at least one additional computer, wherein the cookie includes a serial number associated with the additional computer that uniquely identifies the additional computer and upon a request from the first computer subsequently relays the serial number back to first computer;

    query the cookie to identify the downloading of the promotion by the at least one additional computer and communicate to the first computer that the promotion has been downloaded by the at least one additional computer;

allow the at least one additional computer to download the promotion, if security software residing on the at least one additional computer has not detected more than one download of the promotion;

terminate any further attempts by the at least one additional computer to download the promotion any additional times;

record the downloaded promotion in the cookie and relay the record of the download serial number back to first computer and optionally assign a serial number with the promotion that is stored in the cookie and display the serial number on the promotion if the promotion is printed; and

communicate a copy of the promotion serial number to a clearinghouse that can compare the copy to the serial number on the promotion.

2(canceled).

3(previously presented). The system of claim 1 wherein the security software has instructions to record the serial numbers, and communicate with the first process in the determination to allow the download if the serial numbers have been recorded and to terminate the download if the serial numbers have been recorded any additional times.

4(previously presented). The system of claim 1, wherein the security software has instructions to:

identify the at least one additional computer each time the at least one additional computer attempts to download the promotion,

allow the at least one additional computer to download the promotion if it has been identified once, and

terminate any additional downloads if the at least one additional computer has been identified more than once.

5(previously presented). The system of claim 1 wherein the serial numbers are stored in the memory of the first computer, and a copy of the stored in the at least one additional computer.

5 6(previously presented). The system of claim 5 wherein the first computer is adapted to allow the at least one additional computer to download the promotion and record the copy of the serial numbers, and terminate any further download attempts made by the at least one additional computer if the serial numbers are recorded in the memory of the first computer any additional times.

7(previously presented). The system of claim 1 further comprising a device coupled to the first computer and the at least one additional computer, the device being adapted to disallow more than one download of the promotion by the at least one additional computer.

8(currently amended). A method of managing on-line promotions and preventing fraudulent use of the promotions, comprising:

using a first computer to distribute a plurality of promotions on a network, wherein the promotions are adapted to be downloaded by a plurality of computers;

tracking each of the plurality of promotions that are downloaded on one or more of the plurality of computers, by providing a front end security measure that installs a cookie on each of the plurality of computers that download one or more of the promotions, wherein each cookie includes a unique serial number for each of the plurality of computers that can be queried by the first computer and providing a back end security measure using a serial number stored in the cookie associated with each the promotions, wherein the first computer can further query the cookie for the serial number associated with the promotion;

identifying and terminating attempts to download any one of the plurality of promotions more than once on any one of the plurality of computers, by querying the cookie and having the cookie relay data associated with the download; and

identifying and terminating attempts at redeeming fraudulently copy of any of the promotions by tracking the serial number associated with the promotion.

9(original). The method of claim 8, wherein the plurality of promotions are available to one or more of a plurality of network locations.

10(original). The method of claim 9 wherein the network locations are web sites.

11(previously presented). The method of claim 9 wherein the serial numbers of each of the plurality of promotions is tracked by security software that resides on each of the one or more of the plurality of computers.

12(previously presented). The method of claim 11 further comprising storing the serial number associated with each of the plurality of promotions on the first computer, and additionally storing the serial number associated with each of the plurality of promotions in the security software.

13(previously presented). The method of claim 12 wherein identifying and terminating attempts to download the promotion more than once, further comprises allowing any one of the plurality of computers to download any one of the plurality of promotions if the security software matches its stored serial number with the stored serial number in the first computer, and disallowing any one of the computers to download any one of the promotions if the security software matches its serial number with the serial number in the first computer any additional times.

14(previously presented). The method of claim 11 further comprising using the security software to identify components of each of the plurality of computers, and storing data corresponding to the components in the security software and on the first computer.

15(original). The method of claim 14 wherein identifying and terminating attempts to download the promotion more than once, further comprises allowing any one of the plurality of computers to download any one of the plurality of promotions if the data corresponding to the components matches with the data corresponding to the components on the first computer, and disallowing any one of the computers to download any one of the promotions if the data corresponding to the components matches with the data corresponding to the components on the first computer any additional times.

16(canceled).

17(original). The methods of claim 9 wherein each of the plurality of promotions is tracked by a device coupled to the first computer and to each of the plurality of computers.

18(original). The method of claim 9 further comprising limiting the duration that the promotion can be validly downloaded by one of more of the plurality of computers.

19(previously presented). The method of claim 9 wherein associating the serial number associated with each of the plurality of promotions, helps to determine if there exists a copy of any one of the plurality of promotions and to disallow the copy to be redeemed.

20(previously presented). A method of preventing abusive use of an on-line promotion, comprising:

using a first computer to install a cookie on at least one additional computer and storing a unique serial number associated with the at least one additional computer such that the cookie can be subsequently queried by the first computer to make a determination if the promotion has been downloaded to the at least one additional computer;

denying a download if the query of the cookie has determined more than one download of the promotion;

optionally printing the promotion if the download has not been denied;

providing the printed promotion with a serial number that is printed on the promotion and further stored in the cookie that can be queried by the first computer;

providing a promotion clearing house with a copy of the serial number both printed on the promotion and stored in the cookie;

checking the printed promotion for copying, by comparing the serial number printed on the promotion with the copy of the printed serial number provided to the clearing house; and

denying redemption of the promotion if the copy of the serial number has already been successfully compared with a serial number from a different promotion.